

## Message Text

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ACTION AF-06

INFO OCT-01 ISO-00 EB-07 /014 W  
----- 107143

R 161315Z APR 76  
FM AMEMBASSY BUJUMBURA  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 5357

UNCLAS BUJUMBURA 0322

E.O. 11652: N/A  
TAGS: BEXP, BY  
SUBJECT: WTDR/FTI

REF: USDOC 4899

1. BURUNDI 2. CNTRY CODE: 767 3. SER NO: NA

4. OLD EAST-COMPAGNIE DE L'AFRIQUE ORIENTALE

4A. CODE: 4B. CODE: BY 4C. CODE:  
5. P.O. BOX 330; 2 CHAUSSEE PRINCE LOUIS RWAGASORE  
6. BUJUMBURA, BURUNDI

7. ESTABL: 1928 8. EMPL: 167 9. SIZE: (19-X) LARGE  
10. REPUTATION: (22-X) EXCELLENT

11. SALES AREA: ALL OF BURUNDI

12. RPT. DATE: 03/76

13A. 37110/135 RETL. DIST. IMP. PASSENGER AND COMMERCIAL  
MOTOR VEHICLES

13B. EUQRPXQET RETL. DIST. IMP. MOTOR VEHICLES PARTS  
AND ACCESSORIES

13C. 30100/135 RETL. DIST. IMP. RUBBER TIRES AND TUBES

13D. 36621/35 DIST. IMP. COMMERCIAL, INDUSTRIAL, MILI  
COMMUNICATION EQUIPMENT

13E. 22992/35 DIST. IMP. JUTE BAGGING

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13F. 34211/35 DIST. IMP. SCISSORS, SHEARS, TRIMMERS

14. CONTACT: STEFFEN B. HANSSEN TITLE: MANAGING DIRECTOR

15. CABLE: OLD EAST/BROCHE/RUCEP 16. TELEX: NA 17. PHONE: 2692

18. FINANCIAL REFS: BANQUE DE CREDIT DE BUJUMBURA, B.P. 300, BUJUMBURA; BANQUE BELGO AFRICAINE, B.P. 585, BUJUMBURA; BANQUE BELGO ZAIROISE, CANTERSTEEN 1, 1000 BRUSSELS; DEN DANSKE LANDSMANDS BANK, COPENHAGEN.

19. TRADE REFS: NA

20. MAJOR FIRMS REPRESENTED: GEN. TIRE INTERNATIONAL (TIRES AND TUBES), AGENCY ACQUIRED IN 1951; VOLKSWAGEN (FULL RANGE), AGENCY ACQUIRED IN 1968; LANDROVER (FULL RANGE), AGENCY ACQUIRED IN 1965; VOLVO AND VOLVO PENTA (FULL RANGE), AGENCY ACQUIRED IN 1964; VESPA (FULL RANGE) AGENCY ACQUIRED IN 1964; BOSCH (FULL RANGE) AGENCY ACQUIRED IN 1965; SKF SWEDEN (BALL BEARINGS) AGENCY ACQUIRED IN 1968.

21. COMPAGNIE DE L'AFRIQUE ORIENTALE "OLD EAST" IS ONE OF THE LEADING FIRMS IN BURUNDI. ITS HEAD OFFICE, THE EAST ASIATIC COMPANY LTD, COPENHAGEN, HAS VARIED AND WORLD-WIDE ACTIVITIES. OLD EAST IMPORTS ABOUT ONE THIRD OF COUNTRY'S TOTAL IMPORTS OF PASSENGER AND COMMERCIAL VEHICLES AND IS CONTEMPLATING EXPANDING ITS IMPORT LINES PRINCIPALLY IN THE FOOD INDUSTRY. IT HAS RELINQUISHED ITS EXPORT ACTIVITIES SINCE 1974 (MAINLY EXPORT OF HIDES AND SKINS). MAINTAINS TOW WORKSHOPS VWAGEN AND VOLVO LANDROVER. HEAD OFFICE (CAPITAL DOLS 80,000,000) IS SOLE SHAREHOLDER OF OLD EAST BUJUMBURA; CAPITAL OLD EAST BUJUMBURA 30.000.000 BURUNDI FRANCS (DOLS 382,897), ANNUAL SALES IN 1975: 286.000.000 BURUNDI FRANCS (DOLS 3,650,287). STEFFEN B. HANSSEN HAS MANAGED OLD EAST BUJUMBURA SINCE 1974 AND WAS MANAGER OF HIS COMPANY'S BRANCH IN SAIGON. HE IS DANEMARK'S HONORARY CONSUL. FIRM IS HIGHLY RECOMMENDED AS A TRADE CONTACT FOR US FIRMS.

22. PREPARED BY: B. LEVY APPROVED BY: DAVID H. KAEUPER.  
MARK

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
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**Disposition Date:** 01 JAN 1960  
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**From:** BUJUMBURA  
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